# Cable TV, VCRs, and Newspapers

*Results From A National Survey*

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AN UPDATE ON NEWSPAPER READERSHIP AND CONTENT

## PREFACE

In October 1987, the Newspaper Advertising Bureau conducted the latest in a series of nationwide studies of newspaper readership and content. This study was sponsored by the Readership Task Force of the Future of Advertising Project. The field work for the survey, data processing, and tabulations were executed by the Response Analysis Corporation of Princeton, NJ. Interviewing was balanced across days of the week, Tuesdays-Saturdays; in all, interviews were completed with one adult member within a stratified probability sample of 2,049 households.

Two versions of the questionnaire were used in the interview to cover a wide range of topics, e.g., newspaper buying patterns; reading of daily newspapers and television viewing in three day parts; exposure to other news media; readers' content preferences and reading behavior (daily and Sunday); ratings of various dimensions of newspaper performance and utility; and detailed demographic information. Some of the items were repeated from earlier studies in order to monitor trends; others were developed to reflect new topics or issues of relevance to the newspaper business.

During the interview, readers of yesterday's daily newspaper were taken through a copy of it and asked about pages opened to and looked at from among a sample of six randomly selected spreads (12 pages). The sampled pages were coded for content and format, e.g., predominant editorial content or section, location in the paper, balance of editorial to ad content, presence of color, etc. Certain attributes of the newspaper read by each reader were also coded, e.g., circulation size, broadsheet or tabloid, publication cycle, number of pages, etc. The survey data have been weighted to take account of sampling design considerations and to adjust for variations in response among certain demographic segments of the adult population.

The results of this survey are presented in a series of reports, dealing with circulation, newspaper reading habits, ratings of the newspaper, the Sunday newspaper, newspapers as an advertising medium, and cable and VCR incidence and use. A separate technical report, prepared by Response Analysis, with details on sampling, field work, and weighting procedures as well as copies of the questionnaires used in the study, is also available.

The project was directed by Albert E. Gollin of the Bureau's Research Department. This report was prepared by him, with the assistance of Nicolas A. Bloom and May Florez.

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# HIGHLIGHTS

Results of interviews with a nationwide sample of adults in October 1987 show diverse patterns of cable penetration and VCR use, which are closely linked with newspaper usage.

1. Cable is now a feature in one half (50%) of American homes. It is strongly correlated with ability to pay. Penetration is higher in geographic areas that were initially, or have recently been, focal points of cable system franchise activities.

2. Three quarters (75%) of American homes are now passed by cable, with a concentration on middle-size cities and the surrounding metro areas. But few population segments or geographic areas fall appreciably below the average. Rural areas are the prime exception.

3. Measures of cable saturation -- the presence of cable in households passed by a cable system -- clarify and alter the profiles of cable penetration. Two thirds (66%) of those <u>with a choice</u> now subscribe to cable. Age, income, family status, region and metro area size all show substantial variations in the choices made by those in each segment.

4. <u>Pay cable</u> subscription is conditioned by age, family status and income. Among subscribers to a basic cable service, one half (amounting to 25% of all homes) now subscribe to some pay cable channel.

5. One half (51%) of American homes now own a VCR. Ownership is strongly affected by ability to pay and family status, and is more prevalent in the homes of the Baby Boom generation.

6. Among those with VCRs, film viewing (of rented or borrowed films) exceeds home recording of TV programs in frequency: 61 percent saw films in the past month vs. 51 percent who recorded a program at home for viewing later on. The young were more enthusiastic about films and less interested in time shifting uses of the VCR than others were.

7. In all, viewers in one third of VCR homes both saw films and did home recording at some time in the past month. Just over one in five (22%) made no use of their VCR for either purpose. The heaviest-using groups were those with children in the home, baby boomers, and working women.

8. Newspaper reading fits well with both cable and VCR incidence and use. Newspaper subscribers and regular readers are concentrated in homes with above-average cable saturation. They are more likely to own a VCR and to make periodic use of it for time shifting or film rentals. Thus, advertisers with products related to either type of TV usage will find newspapers an effective means of reaching prime prospects.

9. Newspapers are especially valuable in reaching cable and VCR users with a wide variety of ad messages that they may be avoiding by zipping or zapping on-air or played-back commercials.

# CABLE TV, VCRs, AND NEWSPAPERS

## Introduction

Two technological innovations -- cable and VCRs -- have radically transformed the world of television in the past decade, shifting the locus of control over program selection from signal broadcasting centers (network and local) to the home viewer. Both technologies have steadily consolidated their hold, having crossed the 50 percent penetration level in American households according to recent estimates by Nielsen's NSI and AGB's audience measurement services. But these ratings services are mainly concerned with the time spent with TV and with program choices among available broadcast options; they do not permit intermedia comparisons to be made. The purpose of this analysis is to document these significant developments in TV use more fully, and to assess the potential use of newspapers as an advertising medium directed at cable TV subscribers and VCR owners.

The data for this report come from a personal interview survey with respondents in a nationwide probability sample of 2,049 households, carried out in October 1987. (98+% had at least one working TV set.) Several questions were asked to establish the incidence of cable and pay TV services and of VCR ownership in American homes and to show the ways in which VCRs are being used. Answers to these questions comprise the basis for analysis.[1]

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[1] Percentages shown in this report are weighted; the bases of respondents in various demographic groups are shown in table 7, p. 23-24.

Cable Penetration and Saturation

One half of American homes with TV sets now subscribe to a basic cable TV service. Among the correlates of cable TV subscription, three stand out in particular. On the supply side, region and size of metropolitan area show the greatest variations. On the demand side, household income has the strongest correlation with cable TV penetration. Other individual or household attributes showing substantial variations mainly echo differences in family income. (See table 1, col.A)

The highest levels of cable TV penetration are in metropolitan areas with between 50,000 and 250,000 in population: small towns and middle-size cities that were among the first to be cabled to improve reception, prior to the mid-1970s. Larger metro areas with populations under one million also show above-average penetration. These are locations that were mainly cabled in the second wave. Major cities and rural areas show lower rates of penetration, although there is a significant difference between the two (discussed below) in cable availability.

Among regions, the Northeast stands out: two thirds (66%) of its homes have basic cable TV service. Just under one half (48%) of homes in the South now subscribe; the other two regions show equivalently lower (43%) rates. Regional and metropolitan area variations reflect differences in market characteristics, such as size and income, as well in as the receptivity of their political jurisdictions to cabling proposals that were made by cable system operators.

Household income, an indicator of the ability to pay for basic cable TV services, is strongly related to cable subscribing. There is a large gap between the 38 percent of cabled homes with less than $ 10,000 income and the 64 percent of homes with incomes over $ 40,000. Related to this, cable is much more prevalent in two-person households (many with two earners) than in homes with only one person (55% vs.42%), and among white (vs. black) respondents. Similarly, people with some college or who are college graduates (who earn more) are above average in cable subscribing.

For many years, sheer access to a cable TV system was the prime determinant of subscription levels. By now, however, three-quarters (75%) of homes are passed by some cable TV service, according to the testimony of respondents in this survey. (See table 1, col.B) Availability is unevenly distributed among geographic and demographic segments, although not as much as is subscribing. It is greater for the better educated and those with more income, the youngest and oldest, those in the Northeast, and those in middle-size cities.

The two measures -- of subscribing and availability -- can be combined to create a measure of "saturation", which reflects the decisions made by consumers who actually have a choice. Snapshot images of cable access and use such as this study affords do not capture the churn in subscribing among those with a choice. But by this measure, two-thirds (67%) of American homes with the chance to subscribe to cable now do so, and once again, it is a mix of supply-side determinants and ability to pay that seems to account for the observed levels of saturation. (See table 1)

Younger adults' homes are well below average in cable saturation, as are those of the least well educated, blacks, lower income and big-city residents, and of single-person householders. Saturation has now reached four-fifths (81%) of homes in the Northeast, about seven-eighths (86%) in metro areas with 50-250,000 population, and more than three-fourths (78%) among those with household incomes above $ 40,000.

Once availability is taken into account, certain groups seem more favorably disposed toward cable. For example, homes in rural (nonmetro) areas show an above-average (76%) saturation level, second only to those in smaller and mid-size cities. Similarly, while cable subscribing does not vary with marital status, cable saturation does. Married respondents are somewhat above average, and others are below average, perhaps as a result of decisions to cable residential areas dominated by families -- consumers of the widest array of products, including cable itself.

Newspaper habits fit well both with cable subscribing and with saturation. Those who read a daily newspaper regularly are more likely to be cable subscribers. And, consistent with their upscale characteristics, they figure prominently in demographic segments that reflect higher than average levels of saturation. This is particularly evident in the case of those who subscribe to a daily newspaper. More than three-fifths (62%) of them subscribe to a cable TV service, achieving a 77% saturation level. The small proportion (around 15%) who claim they don't read a daily or Sunday newspaper "even once in a while" typically come from groups least able to pay for cable. Single copy buyers of daily or Sunday newspapers, a more mixed category, are slightly below average in cable subscribing.

Tiered Service: Pay Cable Subscription

One half (51%) of households now on cable also subscribe to some pay TV channel, such as HBO or SHOWTIME. This translates into 25 percent of all TV households. (See table 2) Pay cable subscribing does not always mirror the trends and patterns observed for cable as a whole. For example, baby boomers in cable households subscribe to pay cable much more than do those over age 55. And while sex differences in cable penetration are small, men are much more likely to subscribe to pay cable than are women (54 vs. 47%). Blacks' homes, less likely to be on cable, are nevertheless much more likely than homes of whites to have pay cable if they do subscribe.

Three other groups are also atypically above average in buying pay cable service: Single adults (with 62%), big-city (one million+) residents (with 60%), and larger (3+) size households (with 58%), a category that overlaps with homes with children. The appeal of MTV can be implicated in this last finding, along with the need in major metro areas to offer a lot of program choices to win franchise approval.

But economic status (income and employment) remains as the clearest indicator of the likelihood of having pay cable, though its impact is conditioned by the correlative role of income in subscribing to basic cable services. For this reason, newspaper use is not as strongly correlated with pay cable use, though all categories of newspaper buyers and readers are slightly above average in this regard.

Thus, whether one wants to reach the cable TV audience in general or to promote pay cable attractions with tune-in advertising, newspapers

offer many effective opportunities. This is particularly evident when one considers the compatible environment provided by TV logs and program coverage, a news and entertainment feature of daily and Sunday newspapers that has become more prominent in many papers and that has undergone redesign and expansion to enhance readibility and appeal.

Ownership of VCRs

One half (51%) of TV households now claims ownership of a VCR. Certain individual and household attributes are strongly related to VCR-owning: age, income and education, and household size. VCRs are obviously highly popular among baby boomers, those more able to afford one, and homes with many TV viewers, especially if some of them are children. (See table 3)

The highest VCR ownership is among $ 40,000+ income households (76%) and among the baby boom generation (63%) -- those between ages 25-44. In sharp contrast, less than one-fifth (17%) of those over age 65 owns one. The strong interaction of income and age or generation is reflected in other demographic differences, e.g., between white and black respondents, between those who are married (and with children) or single vs. others, and between those employed in fulltime jobs vs. the retired.

Compared with cabled households, differences in VCR households among regions or metropolitan areas are more muted. (Availability is, of course, not an issue.) The West (with 61%) has the highest VCR ownership, as do the largest metro areas (with 54%), compared with other geographic segments.

Again, consistent with these income status differences, VCR ownership is appreciably higher (55%) among regular newspaper readers and especially in homes that get a daily paper home-delivered (57%). But even among those who prefer to buy their newspaper by the copy, VCR ownership is slightly above average. Thus, the newspaper offers many opportunities to reach homes with VCRs, even among those who buy a paper occasionally.

Using VCRs: Recording Programs

Those with VCRs were asked whether they used it "to record a TV program for viewing at another time." One half (51%) had made use of the VCR for this purpose (time-shifting) at least once in the past month. Three-eighths (38%) of all VCR owners had done so within the past week. Whether or when the home-recorded programming was replayed was not addressed in this study. But it is noteworthy that almost half of VCR owners did no home recording of programs in the September-October period covered by the field work for this survey. (See table 4)

Variations in the use of VCRs for home recording are relatively minor, perhaps because of the low threshhold for use established by the question. Income and education were correlated with increased overall use. Home recording was done more often by the middle-aged, compared with those under age 30 or over age 55. White VCR owners did home recording more than blacks did, and single-person householders and homemakers did so more (55%) than others. People in the Northeast and the South, the two regions with higher cable penetration, also used VCRs more for this purpose. Other demographic or geographic segments showed little variation.

Frequent daily newspaper readers make above-average use (54%) of their VCRs for this purpose, as do those who get their newspaper delivered to their home. This is consistent with their demographic characteristics and with their homes' higher cable penetration and saturation. The interpretive thread that ties these observations together is their greater ability to pay for access to a wider range of viewing options, which makes them a prime target for tune-in and other advertising.

Viewing Rented or Borrowed Films

VCR owners were asked a parallel question as to whether they had used it "to see any films you rented or borrowed." A higher proportion used their VCR for this purpose than for time-shifting. Three-fifths (61%) had done so in the past month; 46 percent of all VCR owners saw a rented or borrowed film within the past week. Thus, the incidence of VCR use for film-viewing on a past-month basis is ten percentage points higher than it is for home recording. (See table 5)

A number of demographic variables show substantial variations in the incidence of monthly VCR film viewing: age, sex, race, employment, and children in the home. The younger VCR owner is much more likely to rent or borrow films: 74 percent of those age 18-24 did so. The proportions renting films among all groups under age 45 are significantly higher than average. Women, especially working women, used their VCRs for this purpose more than men did. Homes with children also show very high (68%) VCR film viewing levels.

Whites (vs. blacks), people with jobs (vs. those who are retired) and people in larger households are also more likely to be VCR film buffs. But it is significant that money (income) or social status (education), two closely-related variables that influence both access to cable and time-shifting VCR use, are not related to film viewing. Once a VCR is in the home, its capacity to allow you to watch what you want, when you want it minimizes the effect of differences in the ability to pay.

For this reason, the relationships between newspaper reading or buying habits and VCR use for this purpose are unlike those observed earlier. For example, those who buy single copies of the newspaper (who are likelier to be infrequent readers) are much more likely to be VCR film viewers. The differences are, however, fairly small among those who read a newspaper more or less often.

Geographic areas with higher than average levels of VCR film viewing include the West (66%) and the South (64%) and rural or nonmetro areas (67%). These include areas of the country with less access to movie theatres and with less extensive cabling as well.

Patterns of VCR Use

Who makes more extensive use of their VCRs? By combining the answers given to the questions analyzed above, we can sketch a portrait of VCR users that takes account of both time shifting and film rentals. Overall, on a past-month basis, one-third (34%) of VCR homes did both, and about one-fifth (22%) did neither. (See table 6)

In general, those with a greater disposition to widen the range of uses of their TV set (i.e., via cable or pay cable subscription) also are more intense users of their VCRs. This includes those with more income, higher education, working women (and women overall), whites (vs. blacks), those who are married or single, in homes with children present, and those who are middle-aged or young (vs. older or retired persons). Within these groups however, the balance as between film viewing or home recording uses can be very different. Similarly, one-person households and homes with three or more people use their VCRs more, but in different ways.

When the two uses of VCRs are jointly taken into account, certain of the regions show a different profile, though on the whole it is the areas with fewer alternatives that tend to show heavier use: rural areas, the South, and the West. But these geographic variations are also affected by the economic and social differences noted above.

Newspaper readers are slightly above-average users of their VCRs, although the ways in which they use them can differ, as we have seen. Thus, the reach of newspapers, both in marketing VCRs and products (videotapes, films) or in advertising film rental outlets makes them an effective alternative to TV-specific promotional advertising.

The VCR and cable (especially pay cable) subscriptions allow viewers to enlarge their program options and in doing so, to avoid commercial messages by zipping or zapping. For this reason, newspapers can also supplement the reach of broadcast TV, especially among prime prospects for a wide range of goods and services.

Table 1

CABLE PENETRATION AND SATURATION

| | (A) Have Cable TV | (B) Cable TV Available | Cable Saturation (A)/(B) |
|---|---|---|---|
| TV Households | 50% | 75% | 67% |
| By Age | | | |
| 18-24 | 47% | 81% | 57% |
| 25-29 | 47 | 71 | 66 |
| 30-34 | 52 | 72 | 72 |
| 35-44 | 50 | 73 | 69 |
| 45-54 | 48 | 74 | 65 |
| 55-64 | 51 | 72 | 70 |
| 65+ | 55 | 78 | 71 |
| By Sex | | | |
| Male | 49 | 73 | 67 |
| Female | 51 | 76 | 67 |
| By Race | | | |
| White | 53 | 74 | 71 |
| Black | 36 | 73 | 49 |
| By Income | | | |
| Under $10,000 | 38 | 75 | 51 |
| $10,000 - $14,999 | 42 | 75 | 56 |
| $15,000 - $24,999 | 46 | 70 | 66 |
| $25,000 - $39,999 | 52 | 71 | 72 |
| $40,000+ | 64 | 82 | 78 |
| By Marital Status | | | |
| Married | 50 | 72 | 70 |
| Divorced/widowed/separated | 50 | 78 | 64 |
| Single | 49 | 82 | 61 |
| By Education | | | |
| Not HS graduate | 41 | 69 | 59 |
| HS graduate | 49 | 72 | 69 |
| Some college | 57 | 80 | 71 |
| College graduate | 55 | 81 | 68 |
| By Employment Status | | | |
| Employed | 52 | 74 | 70 |
| Full time | 51 | 72 | 71 |
| Part time | 52 | 81 | 64 |
| Working women | 54 | 75 | 72 |
| Not Employed | 48 | 76 | 63 |
| Retired | 54 | 75 | 72 |
| Homemaker | 47 | 75 | 63 |

(Continued)

Table 1
(Continued)

CABLE PENETRATION AND SATURATION

| | (A) Have Cable TV | (B) Cable TV Available | Cable Saturation (A)/(B) |
|---|---|---|---|
| TV Households | 50% | 75% | 67% |
| By Region | | | |
| Northeast | 66% | 82% | 81% |
| North Central | 43 | 71 | 61 |
| South | 48 | 74 | 66 |
| West | 43 | 73 | 59 |
| By Metro Area | | | |
| Non metro | 38 | 51 | 76 |
| Metro 50-249K | 74 | 86 | 86 |
| Metro 250-999K | 59 | 88 | 67 |
| Metro 1 million+ | 43 | 77 | 56 |
| By Use of Newspapers* | | | |
| Frequent reader | 56 | 78 | 71 |
| Infrequent reader | 46 | 73 | 63 |
| Newspaper nonreader | 40 | 67 | 60 |
| Weekday home delivery | 62 | 80 | 77 |
| Single copy buyers | 46 | 72 | 64 |
| By Household Size | | | |
| One | 42 | 76 | 55 |
| Two | 55 | 76 | 72 |
| Three or more | 48 | 73 | 66 |
| Child In Home | 46 | 71 | 65 |

* Frequent readers are adults who read a daily newspaper four or all five days during the past five weekdays. Infrequent readers read one less often than that, but read a daily or Sunday newspaper "at least once in a while." The remainder are classified as "newspaper nonreaders."

Questions: "Do you have cable TV in your home?"

(IF NO) "Is there a cable service available that you could subscribe to, if you wanted to? (PROBE: Does a cable system pass by your house or apartment?)"

Table 2

PAY CABLE SUBSCRIBING AMONG DEMOGRAPHIC GROUPS

| | In Cable Households | In All TV Households |
|---|---|---|
| Total Pay Cable Subscribers | 51% | 25% |
| By Age | | |
| 18-24 | 59 | 27% |
| 25-29 | 61 | 29 |
| 30-34 | 53 | 28 |
| 35-44 | 59 | 29 |
| 45-54 | 55 | 27 |
| 55-64 | 43 | 22 |
| 65+ | 28 | 16 |
| By Sex | | |
| Male | 54 | 27 |
| Female | 47 | 24 |
| By Race | | |
| White | 50 | 26 |
| Black | 58 | 21 |
| By Income | | |
| Under $10,000 | 37 | 14 |
| $10,000 - $14,999 | 54 | 23 |
| $15,000 - $24,999 | 45 | 21 |
| $25,000 - $39,999 | 54 | 28 |
| $40,000+ | 62 | 39 |
| By Marital Status | | |
| Married | 49 | 25 |
| Divorced/widowed/separated | 43 | 21 |
| Single | 62 | 31 |
| By Education | | |
| Not HS graduate | 41 | 17 |
| HS graduate | 56 | 28 |
| Some college | 50 | 28 |
| College graduate | 52 | 29 |
| By Employment Status | | |
| Employed | 57 | 29 |
| Full time | 58 | 30 |
| Part time | 52 | 27 |
| Working women | 54 | 29 |
| Not Employed | 40 | 19 |
| Retired | 30 | 16 |
| Homemaker | 43 | 20 |

(Continued)

Table 2
(Continued)

PAY CABLE SUBSCRIBING AMONG DEMOGRAPHIC GROUPS

| | In Cable Households | In All TV Households |
|---|---|---|
| Total Pay Cable Subscribers | 51% | 25% |
| By Region | | |
| Northeast | 51% | 33% |
| North Central | 50 | 22 |
| South | 50 | 24 |
| West | 51 | 22 |
| By Metro Area | | |
| Non metro | 43 | 16 |
| Metro 50-249K | 43 | 32 |
| Metro 250-999K | 49 | 29 |
| Metro 1 million+ | 60 | 26 |
| By Use of Newspapers | | |
| Frequent reader | 52 | 29 |
| Infrequent reader | 51 | 24 |
| Newspaper nonreader | 44 | 18 |
| Weekday home delivery | 52 | 32 |
| Single copy buyers | 53 | 25 |
| By Household Size | | |
| One | 35 | 15 |
| Two | 41 | 23 |
| Three or more | 58 | 28 |
| Child In Home | 58 | 27 |

Question: "In addition to the basic cable service, do you subscribe to any pay TV channel for which you pay extra each month? (e.g., HBO, SHOWTIME)"

Table 3

VCR OWNERSHIP

| | Total |
|---|---|
| TV Households | 51% |
| By Age | |
| 18-24 | 52% |
| 25-29 | 64 |
| 30-34 | 59 |
| 35-44 | 67 |
| 45-54 | 58 |
| 55-64 | 42 |
| 65+ | 17 |
| By Sex | |
| Male | 50 |
| Female | 53 |
| By Race | |
| White | 52 |
| Black | 44 |
| By Income | |
| Under $10,000 | 24 |
| $10,000 - $14,999 | 38 |
| $15,000 - $24,999 | 49 |
| $25,000 - $39,999 | 62 |
| $40,000+ | 76 |
| By Marital Status | |
| Married | 57 |
| Divorced/widowed/separated | 33 |
| Single | 47 |
| By Education | |
| Not HS graduate | 34 |
| HS graduate | 51 |
| Some college | 61 |
| College graduate | 62 |
| By Employment Status | |
| Employed | 61 |
| Full time | 63 |
| Part time | 50 |
| Working women | 62 |
| Not Employed | 37 |
| Retired | 22 |
| Homemaker | 53 |

(Continued)

Table 3
(Continued)

VCR OWNERSHIP

| | Total |
|---|---|
| TV Households | 51% |
| By Region | |
| Northeast | 52% |
| North Central | 46 |
| South | 50 |
| West | 61 |
| By Metro Area | |
| Non metro | 47 |
| Metro 50-249K | 48 |
| Metro 250-999K | 52 |
| Metro 1 million+ | 54 |
| By Use of Newspapers | |
| Frequent reader | 55 |
| Infrequent reader | 52 |
| Newspaper nonreader | 38 |
| Weekday home delivery | 57 |
| Single copy buyers | 53 |
| By Household Size | |
| One | 26 |
| Two | 41 |
| Three or more | 60 |
| Child In Home | 64 |

Question: "And do you own a videocassette recorder (VCR)?"

Table 4

VCR RECORDING OF TV PROGRAMS AMONG DEMOGRAPHIC GROUPS

| | Recorded TV Programs in Past Month* | | | |
|---|---|---|---|---|
| | Total | Past Week | Rest of Month | Didn't Record |
| VCR Owners | 51% | 38% | 12% | 48% |
| By Age | | | | |
| 18-24 | 41% | 28% | 13% | 56% |
| 25-29 | 47 | 38 | 9 | 52 |
| 30-34 | 50 | 42 | 8 | 49 |
| 35-44 | 57 | 41 | 16 | 43 |
| 45-54 | 59 | 46 | 13 | 40 |
| 55-64 | 44 | 35 | 9 | 54 |
| 65+ | 48 | 31 | 17 | 49 |
| By Sex | | | | |
| Male | 50 | 39 | 11 | 50 |
| Female | 52 | 38 | 14 | 47 |
| By Race | | | | |
| White | 51 | 39 | 12 | 47 |
| Black | 44 | 32 | 12 | 55 |
| By Income | | | | |
| Under $10,000 | 41 | 32 | 9 | 58 |
| $10,000 - $14,999 | 49 | 40 | 9 | 49 |
| $15,000 - $24,999 | 48 | 39 | 9 | 51 |
| $25,000 - $39,999 | 47 | 39 | 7 | 53 |
| $40,000+ | 60 | 41 | 19 | 38 |
| By Marital Status | | | | |
| Married | 54 | 41 | 13 | 45 |
| Divorced/widowed/ separated | 40 | 33 | 7 | 56 |
| Single | 46 | 31 | 15 | 54 |
| By Education | | | | |
| Not HS graduate | 49 | 38 | 11 | 50 |
| HS graduate | 48 | 38 | 9 | 52 |
| Some college | 51 | 36 | 15 | 46 |
| College graduate | 58 | 42 | 16 | 42 |

(Continued)

Table 4
(Continued)

VCR RECORDING OF TV PROGRAMS AMONG DEMOGRAPHIC GROUPS

| | Recorded TV Programs in Past Month* | | | |
|---|---|---|---|---|
| | Total | Past Week | Rest of Month | Didn't Record |
| VCR Owners | 51% | 38% | 12% | 48% |
| By Employment Status | | | | |
| Employed | 52% | 40% | 12% | 47% |
| Full time | 53 | 41 | 12 | 47 |
| Part time | 48 | 36 | 12 | 47 |
| Working women | 53 | 40 | 13 | 45 |
| Not Employed | 47 | 34 | 13 | 51 |
| Retired | 44 | 35 | 10 | 53 |
| Homemaker | 55 | 38 | 17 | 43 |
| By Region | | | | |
| Northeast | 52 | 37 | 16 | 45 |
| North Central | 46 | 35 | 12 | 52 |
| South | 53 | 40 | 13 | 46 |
| West | 50 | 41 | 8 | 49 |
| By Metro Area | | | | |
| Non metro | 50 | 37 | 13 | 49 |
| Metro 50-249K | 53 | 38 | 15 | 45 |
| Metro 250-999K | 51 | 38 | 13 | 48 |
| Metro 1 million+ | 50 | 40 | 11 | 48 |
| By Use of Newspapers | | | | |
| Frequent reader | 54 | 43 | 12 | 45 |
| Infrequent reader | 48 | 34 | 13 | 51 |
| Newspaper nonreader | 44 | 32 | 12 | 54 |
| Weekday home delivery | 54 | 41 | 13 | 44 |
| Single copy buyers | 49 | 37 | 12 | 51 |
| By Household Size | | | | |
| One | 55 | 40 | 15 | 43 |
| Two | 52 | 42 | 11 | 47 |
| Three or more | 50 | 37 | 13 | 49 |
| Child In Home | 53 | 39 | 13 | 46 |

* Those who didn't answer the question (1%) are not shown in this table.

Question: "Did you use your VCR in the past week to record a TV program for viewing at another time? (IF NO: In the past month?)"

Table 5

VCR FILM VIEWINGS

| | Viewed Films in Past Month* | | | |
|---|---|---|---|---|
| | Total | Past Week | Rest of Month | Didn't View Films |
| VCR Owners | 61% | 46% | 16% | 38% |
| By Age | | | | |
| 18-24 | 74% | 57% | 17% | 25% |
| 25-29 | 59 | 48 | 11 | 41 |
| 30-34 | 69 | 55 | 14 | 31 |
| 35-44 | 68 | 48 | 20 | 31 |
| 45-54 | 54 | 36 | 18 | 43 |
| 55-64 | 46 | 35 | 11 | 54 |
| 65+ | 32 | 19 | 12 | 63 |
| By Sex | | | | |
| Male | 58 | 45 | 13 | 41 |
| Female | 64 | 46 | 18 | 35 |
| By Race | | | | |
| White | 62 | 45 | 17 | 37 |
| Black | 55 | 47 | 8 | 44 |
| By Income | | | | |
| Under $10,000 | 60 | 50 | 10 | 38 |
| $10,000 - $14,999 | 62 | 47 | 15 | 38 |
| $15,000 - $24,999 | 62 | 45 | 17 | 37 |
| $25,000 - $39,999 | 61 | 45 | 15 | 38 |
| $40,000+ | 65 | 47 | 17 | 34 |
| By Marital Status | | | | |
| Married | 60 | 43 | 17 | 39 |
| Divorced/widowed/ separated | 62 | 50 | 12 | 37 |
| Single | 65 | 52 | 13 | 34 |
| By Education | | | | |
| Not HS graduate | 61 | 44 | 17 | 38 |
| HS graduate | 59 | 48 | 11 | 41 |
| Some college | 64 | 50 | 15 | 34 |
| College graduate | 61 | 39 | 23 | 36 |

(Continued)

Table 5
(Continued)

VCR FILM VIEWINGS

| | Viewed Films in Past Month* | | | |
|---|---|---|---|---|
| | Total | Past Week | Rest of Month | Didn't View Films |
| VCR Owners | 61% | 46% | 16% | 38% |
| By Employment Status | | | | |
| Employed | 63% | 47% | 16% | 36% |
| Full time | 63 | 46 | 17 | 37 |
| Part time | 66 | 53 | 13 | 33 |
| Working women | 68 | 50 | 19 | 31 |
| Not Employed | 56 | 43 | 13 | 42 |
| Retired | 40 | 30 | 10 | 56 |
| Homemaker | 59 | 43 | 16 | 39 |
| By Region | | | | |
| Northeast | 54 | 38 | 16 | 44 |
| North Central | 59 | 50 | 9 | 40 |
| South | 64 | 47 | 17 | 35 |
| West | 66 | 46 | 20 | 34 |
| By Metro Area | | | | |
| Non metro | 67 | 52 | 15 | 32 |
| Metro 50-249K | 63 | 45 | 19 | 36 |
| Metro 250-999K | 63 | 47 | 16 | 36 |
| Metro 1 million+ | 56 | 42 | 15 | 42 |
| By Use of Newspapers | | | | |
| Frequent reader | 59 | 45 | 15 | 39 |
| Infrequent reader | 64 | 47 | 17 | 35 |
| Newspaper nonreader | 62 | 45 | 17 | 38 |
| Weekday home delivery | 59 | 43 | 16 | 40 |
| Single copy buyers | 65 | 50 | 14 | 34 |
| By Household Size | | | | |
| One | 54 | 40 | 14 | 42 |
| Two | 52 | 37 | 15 | 46 |
| Three or more | 65 | 49 | 16 | 34 |
| Child In Home | 68 | 51 | 18 | 31 |

* Those who didn't answer the question (1%) are not shown in this table.

Question: "Did you use your VCR in the past week to see any films you rented or borrowed? (IF NO: In the past month?)"

Table 6

RECORDING TV PROGRAMS AND FILM VIEWINGS IN THE PAST MONTH
AMONG DEMOGRAPHIC GROUPS

| | Did Both | Only Viewed Films | Only Recorded TV Programs | Did Neither* |
|---|---|---|---|---|
| VCR Owners | 34% | 27% | 16% | 22% |
| By Age | | | | |
| 18-24 | 33% | 41% | 8% | 18% |
| 25-29 | 31 | 28 | 16 | 25 |
| 30-34 | 40 | 29 | 10 | 21 |
| 35-44 | 40 | 28 | 17 | 15 |
| 45-54 | 35 | 19 | 24 | 22 |
| 55-64 | 26 | 19 | 18 | 36 |
| 65+ | 21 | 10 | 27 | 42 |
| By Sex | | | | |
| Male | 32 | 26 | 18 | 24 |
| Female | 37 | 27 | 15 | 21 |
| By Race | | | | |
| White | 34 | 27 | 17 | 21 |
| Black | 29 | 26 | 15 | 30 |
| By Income | | | | |
| Under $10,000 | 26 | 33 | 15 | 26 |
| $10,000 - $14,999 | 33 | 29 | 16 | 22 |
| $15,000 - $24,999 | 33 | 29 | 15 | 23 |
| $25,000 - $39,999 | 30 | 31 | 16 | 23 |
| $40,000+ | 42 | 22 | 17 | 18 |
| By Marital Status | | | | |
| Married | 36 | 24 | 18 | 22 |
| Divorced/widowed/ separated | 26 | 36 | 13 | 25 |
| Single | 33 | 32 | 13 | 22 |
| By Education | | | | |
| Not HS graduate | 31 | 30 | 18 | 21 |
| HS graduate | 31 | 28 | 17 | 24 |
| Some college | 36 | 28 | 15 | 21 |
| College graduate | 40 | 21 | 18 | 21 |
| By Employment Status | | | | |
| Employed | 36 | 27 | 16 | 21 |
| Full time | 37 | 26 | 16 | 21 |
| Part time | 32 | 34 | 16 | 18 |
| Working women | 40 | 29 | 14 | 18 |
| Not Employed | 30 | 26 | 17 | 27 |
| Retired | 26 | 14 | 18 | 42 |
| Homemaker | 36 | 23 | 19 | 22 |

(Continued)

Table 6
(Continued)

RECORDING TV PROGRAMS AND FILM VIEWINGS IN THE PAST MONTH
AMONG DEMOGRAPHIC GROUPS

| | Did Both | Only Viewed Films | Only Recorded TV Programs | Did Neither* |
|---|---|---|---|---|
| VCR Owners | 34% | 27% | 16% | 22% |
| By Region | | | | |
| Northeast | 33% | 21% | 19% | 27% |
| North Central | 31 | 28 | 15 | 26 |
| South | 37 | 27 | 17 | 20 |
| West | 35 | 31 | 15 | 19 |
| By Metro Area | | | | |
| Non metro | 32 | 35 | 18 | 15 |
| Metro 50-249K | 36 | 27 | 17 | 20 |
| Metro 250-999K | 36 | 27 | 15 | 22 |
| Metro 1 million+ | 34 | 22 | 16 | 27 |
| By Use of Newspapers | | | | |
| Frequent reader | 37 | 23 | 17 | 23 |
| Infrequent reader | 34 | 30 | 14 | 22 |
| Newspaper nonreader | 26 | 36 | 19 | 19 |
| Weekday home delivery | 36 | 23 | 18 | 23 |
| Single copy buyers | 35 | 29 | 13 | 22 |
| By Household Size | | | | |
| One | 32 | 22 | 23 | 22 |
| Two | 32 | 19 | 20 | 28 |
| Three or more | 35 | 30 | 15 | 20 |
| Child In Home | 40 | 28 | 13 | 19 |

* Includes a few (less than 2%) VCR owners who did not answer these questions.

Table 7

RESPONDENT BASES*

| | Total TV Households | Total Cable Households | Total VCR Owners |
|---|---|---|---|
| Total Respondents | 2013 | 969 | 943 |
| By Age | | | |
| 18-24 | 173 | 74 | 87 |
| 25-29 | 205 | 99 | 127 |
| 30-34 | 224 | 107 | 132 |
| 35-44 | 412 | 198 | 270 |
| 45-54 | 270 | 128 | 152 |
| 55-64 | 275 | 131 | 105 |
| 65+ | 454 | 232 | 70 |
| By Sex | | | |
| Male | 818 | 389 | 393 |
| Female | 1195 | 580 | 550 |
| By Race | | | |
| White | 1555 | 801 | 744 |
| Black | 315 | 115 | 125 |
| By Income | | | |
| Under $10,000 | 350 | 133 | 69 |
| $10,000 - $14,999 | 222 | 91 | 71 |
| $15,000 - $24,999 | 383 | 173 | 181 |
| $25,000 - $39,999 | 340 | 180 | 208 |
| $40,000+ | 342 | 213 | 259 |
| By Marital Status | | | |
| Married | 1192 | 593 | 669 |
| Divorced/widowed/separated | 498 | 225 | 134 |
| Single | 296 | 138 | 130 |
| By Education | | | |
| Not HS graduate | 518 | 197 | 144 |
| HS graduate | 729 | 355 | 344 |
| Some college | 390 | 212 | 233 |
| College graduate | 349 | 194 | 215 |
| By Employment Status | | | |
| Employed | 1110 | 552 | 652 |
| Full time | 908 | 456 | 559 |
| Part time | 202 | 96 | 93 |
| Working women | 558 | 285 | 324 |
| Not Employed | 893 | 413 | 287 |
| Retired | 450 | 230 | 87 |
| Homemaker | 280 | 124 | 130 |

(Continued)

Table 7
(Continued)

RESPONDENT BASES*

| | Total TV Households | Total Cable Households | Total VCR Owners |
|---|---|---|---|
| Total Respondents | 2013 | 969 | 943 |
| By Region | | | |
| Northeast | 455 | 282 | 215 |
| North Central | 490 | 204 | 208 |
| South | 737 | 341 | 326 |
| West | 331 | 142 | 194 |
| By Metro Area | | | |
| Non metro | 524 | 202 | 207 |
| Metro 50-249K | 248 | 175 | 115 |
| Metro 250-999K | 462 | 268 | 216 |
| Metro 1 million+ | 779 | 324 | 405 |
| By Use of Newspapers* | | | |
| Frequent reader | 975 | 536 | 500 |
| Infrequent reader | 719 | 312 | 341 |
| Newspaper nonreader | 319 | 121 | 102 |
| Weekday home delivery | 937 | 558 | 489 |
| Single copy buyers | 886 | 401 | 445 |
| By Household Size | | | |
| One | 391 | 164 | 89 |
| Two | 631 | 335 | 250 |
| Three or more | 991 | 470 | 604 |
| Child In Home | 832 | 385 | 519 |

*Note: All percentages in this report are based on weighted respondents. This table shows the total unweighted number interviewed in each group, under the three headings that correspond to the major respondent bases used in the report.